

**IN THE UNITED STATES PATENT
AND TRADEMARK OFFICE**

Applicants	:	GOULD et al.)	I hereby certify that this document is
)	being deposited electronically with
U.S. Serial No.	:	09/917,792)	the United States Patent and
)	Trademark Office on this date:
Filed	:	July 31, 2001)	
)	
Title	:	COMPUTERIZED SYSTEM)	May 18, 2010
		AND METHOD FOR)	
		INCREASING THE)	
		EFFECTIVENESS OF)	
		ADVERTISING)	
)	
)	/Dennis A. Majewski /
Art Unit	:	3688)	Dennis A. Majewski
)	Registration No. 65,578
Examiner	:	Raquel Alvarez)	Agent for Applicants

PETITION FOR EXTENSION OF TIME UNDER 37 CFR 1.136(a)

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Submitted herewith is a Petition for Extension of Time under 37 CFR 1.136(a) in the
above-identified application.

EXTENSION OF TIME

This is a petition for an extension of time under 37 CFR 1.136 for the total number of months checked below:

EXTENSION (Months)	FEE FOR LARGE ENTITY		FEE FOR SMALL ENTITY	
One Month		\$130.00		\$65.00
Two Months		\$490.00		\$245.00
Three Months		\$1,110.00	X	\$555.00
Four Months		\$1,730.00		\$865.00
Fifth Month		\$2,350.00		\$1,175.00

If an additional Extension of Time is required, please consider this a petition therefor.

Extension Fee Due With This Request \$555.00

METHOD OF PAYMENT

Included herewith is payment via electronic funds transfer in the amount of **\$555.00** which includes the \$555.00 fee for a three month extension of time.

The Commissioner is hereby authorized to charge any fees which may be required to Deposit Account No. 50-2455. Any overpayment in fees should be refunded to Hanley, Flight & Zimmerman, LLC at the address below.

Respectfully submitted,

HANLEY, FLIGHT & ZIMMERMAN, LLC
USPTO Customer Number **81905**
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Suite 2100
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By: **/Dennis A. Majewski/**
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May 18, 2010